

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2019/2020

**BBS2844 – BUSINESS AND SOCIETY**

( All Section / Groups )

12 OCTOBER 2019

2.30 p.m – 4.30 p.m

(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page only (excluding cover page)
2. Attempt **ALL** the questions
3. Mark distribution for each question is given.
4. Please write **ALL** your answers in the Answer Booklet provided.

**Answer ALL question. Marks for each question are shown at the end of each question.**

### **QUESTION 1**

- a) The organisation embarked on corporate giving with the purpose to deliver social and beneficial impact as well as boosting reputation within the society. Identify and explain the forms of corporate giving. (12 marks)
- b) According to a Harvard Business Review study, strategic philanthropy consists of multiple areas that are effective in enhancing a company's competitiveness and at the same time, increase the well-being of society. Briefly discuss the areas of corporate contributions. (13 marks)

### **QUESTION 2**

Government regulation is a fact of life in any industry, and businesses need to learn to work with rather than against government authorities. Determine the rationale for the government to set such a regulation. (25 marks)

### **QUESTION 3**

Employers and employees have responsibilities to each other upholding each respective rights are necessary, regardless of whether it is the employees or employers. Identify and critically discuss the following relationship

- a) Employee duties – Employer rights (12 marks)
- b) Employee rights – Employer duties (13 marks)

### **QUESTION 4**

The organisation is embarking on the green management initiative. This initiative aims at continuously improving the foundation of environmental management, such as the development of personnel responsible for environmental-related activities. Based on your knowledge, justify the reason organisations take this path. Provide relevant examples to support your reasoning. (25 marks)

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